R.J. Reynolds Tobacco Company

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SENT VIA E-MAIL
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Roger Farmer

SUBJECT: **1996 DORAL BUSINESS BUILDING PROGRAM**

Below you will find a 6 month update on the usage of the Doral Business Building Program kits and extra P.D.I. pieces for the Sales Area and your Region:

| | Business Building Kit # 506783 | Dry Erase Board # 505985 | Thermometer # 505982 |
|---|---|---|---|
| ***Buffalo Region*** | | | |
| Allocation | 985 | 2,130 | 2,130 |
| Usage | 985 | 2,114 | 2,115 |
| % Utilized | 100% | 99.2% | 99.3% |
| ***N.E.S.A.*** | | | |
| Allocation | 2,203 | 6,390 | 6,390 |
| Usage | 1,634 | 4,813 | 4,852 |
| % Utilized | 74% | 75% | 76% |

You will recall, the primary objective of this program was to establish display and advertising presence for Doral in lower volume calls (primarily 50 - 99 C.P.W.). These calls are traditionally overdeveloped on G.P.C. and/or Basic share, while Doral's share tends to be underdeveloped compared to the market.

Based upon your Region's ordering of these program components, it appears that it is being widely accepted by retail. However, based upon display payments, it appears that either the units ordered are not getting placed at retail or we are not paying for the display/presence at retail.

- HAVE SEED PIECES IN STREET.
- CARD BOARD – VS PLASTIC CARD BOARD
- THERMOMETER - BLOCK
- WORK PDI IN CONJUNCTION WITH DPC. BIG IF
- VANITY RUN DIST PLACEMAT. PAYMENT REQUIRING CAN RACK

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Source: https://www.industrydocuments.ucsf.edu/docs/mzwn0000

In order for the Doral BBU to evaluate the current program and make any changes for 1997 to improve it, we would appreciate your input on the below listed questions:

1. If any of the 1996 components remain unordered, will they be utilized prior to the end of the year?

2. Are the current kit components (display, thermometer, dry erase board), and payments adequate to secure display and presence for Doral in these calls?

3. Please provide any ideas/suggestions to further improve the overall program as it is currently structured.

4. Provide any ideas you may have to build Doral's business in these lower volume calls. Please include all elements you feel would be needed to achieve the program objectives in these calls.

We would appreciate your input on or before 10/4/96.

Call if you have any questions.

Don

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